

Fair Trade Annotated Bibliography

Carolyn F. Fisher

BARRAT BROWN, MICHAEL. 1993. *Fair Trade: Reform and Realities in the International Trading System*. London: Zed Books.

An early overview of the problems trying to be addressed by fair trade and how the fair trade system works.

FINDEL, ULRICH. 1996. *Fair Trade: Can Coffee Gourmets Provide the Key...* Wye College, University of London.

Dissertation.

LITTRELL, MARY A, and MARSHA A. DICKSON. 1997. Alternative Trading Organizations: Shifting Paradigm in a Culture of Social Responsibility. *Human Organization* 56.

Looks at three “organizational cultures” of ATOs dealing in handicrafts: SELFHELP, Pueblo to People, and Marketplace Handwork of India.

MEDINA, PABLO. 1997. *Putting Fair Trade to the Test: A Study of 'Alternative' Coffee in Nicaragua*, Sussex University.

HERNÁNDEZ CASTILLO, ROSALVA AÍDA, and RONALD NIGH. 1998. Global Processes and Local Identity among Mayan Coffee Growers in Chiapas, Mexico. *American Anthropologist* 100:136-147.

How local identities evolve when a Chiapas cooperative adopts organic production techniques in a “dialogical and creative” process of glocalization (144).

Blowfield M. 1999. Ethical trade: a review of developments and issues. *Third World Quarterly* 20: 753–770.

LANGELAND, LISE. 1999. On Communicating the Complexity of a Green Message. Part 1: The Max Havelaar Case. *Greener Management International*:81-90.

RENARD, MARIE-CHRISTINE. 1999. The Interstices of Globalisation: The Example of Fair Trade Coffee. *Sociologia Ruralis* 39:484-500.

According to Reynold’s background paper, highlights some producer ambivalence and communication breakdowns along the chain, as well as new “mode of ordering” of interactions. Actually, the part about communication breakdowns is very peripheral to the main argument, and there’s no way to know what Renard’s sources are, so it’s a very dubious source for that. The main point, which is quite interesting, is that she situates the Fair Trade movement within other tendencies towards greater importance of quality in a context of a more competitive retail food environment. In order to avoid competition between two nearly-identical products based on price, producers create differentiation within products. Some of this differentiation has to do with convenience, others with things like health and nutrition, and others with solidarity. She distinguishes between substantial quality, having to do with physical properties of the products, and external quality, having to do with the external effects of its production or use. Even though fair trade can be seen as just another one of these quality initiatives, it nevertheless “represents the foundation for establishing alternative networks” (492) because of their built-in resistance to corporations and major industries.

Barrientos S. 2000. Globalization and ethical trade: assessing the implications for development. *Journal of International Development* 12(4): 559–570.

TALLONTIRE, ANNE. 2000. Partnerships in Fair Trade: Reflections from a Case Study of Cafédirect. *Development in Practice* 10:166-177.

She investigated the involvement of British Cafédirect with a Tanzanian coop KNCU, looking to assess the degree of “partnership” between the two organizations. Her criteria were trust, shared objectives, distinct contribution (of each partner), mutual commitment and shared understandings. None of these directly addresses inequality. Clear communication is difficult between the two organizations.

GRIMES, KIMBERLY, and B. LYNNE MILGRAM. Editors. 2000. *Artisans and Cooperatives: Developing Alternative Trade for the Global Economy*. Tucson: University of Arizona Press.

This is an edited volume containing very applied-focus case studies. I remember it being boringly detail-oriented and not theoretical. It’s worth taking another look now for any more details about coffee, my area, etc.

GRIMES, KIMBERLY. 2000. "Democratizing International Production and Trade: North American Alternative Trading Organizations," in *Artisans and Cooperatives: Developing Alternative Trade for the Global Economy*. Edited by K. Grimes and B. L. Milgram. Tucson: University of Arizona Press.

States, but does not support, the idea that fair trade makes more democratic and equitable trading system. It is an introduction to the Fair Trade system, its history and goals.

MILGRAM, B. LYNNE. 2000. "Reorganizing Textile Production for the Global Market: Women's Craft Cooperatives in Ifugao, Upland Philippines," in *Artisans and Cooperatives: Developing Alternate Trade for the Global Economy*. Edited by K. Grimes and B. L. Milgram, pp. 107-128. Tucson: The University of Arizona Press.

Compares two cooperatives, one successful the other not successful. The successful one was based on an earlier cooperative, with social structures already in place. The other one could not find exporters. It was organized solely in order to export. Milgram tried to help, but couldn't.

RAYNOLDS, LAURA T. 2000. Re-Embedding Global Agriculture: The International Organic and Fair Trade Movements. *Journal of Agriculture and Human Values* 17:297-309.

NUÑEZ SOTO, ORLANDO. 2000. *La Comercialización Campesina en Nicaragua*. Managua, Nicaragua: CIPRES.

Good index of organizations, a whole chapter on comercio justo.

Simpson, Charles R. and Anita Rapone (2000) “Community Development From the Ground Up: Social-Justice Coffee,” *Human Ecology Review* 7:1, 46–57.

RENARD, MARIE-CHRISTINE. 2001. ""Alternativeness" of Fair Trade: Risks and Challenges." *Workshop on International Perspectives on Alternative Agro-Food Networks: Quality, Embeddedness, Bio-Politics, University of California, Santa Cruz, 2001*.

Main point: conflicts between truly alternative, transformative practice and the capitalization and expansion of the Fair Trade commodity chain. Are we in the business of changing international trade entirely, or are we just pragmatically inserting a small

alternative within the conventional market? It is important not to lose sight of the founding principles.

MASELAND, ROBBERT. 2002. How Fair is Fair Trade? *De Economist* 150:251-272.

Written by an economist, saying that there are now three alternatives of trade models in the world: free trade, with no barriers; protectionism; and Fair Trade. In the intro, he mentions that fair trade also is sometimes used to mean protecting first world industries against products produced in the third world with cheaper labor. He is trying to compare the fairness Fair Trade with free trade and protectionism by its own criteria of justice: how much it helps the least-well-off in society. He says that according to the criteria he used (two economic models), fair trade's advantage is highly dependent on the type of product being traded, its price elasticity and transportation costs. But when we come back to the real world, circumstances like longer-term benefits, non-income-benefits, and market failures in developing countries mean that fair trade is probably best.

Ponte, Stefano

2002 The 'Latte Revolution'? Regulation, Markets and Consumption in the Global Coffee Chain. *World Development* 30(7):1099-1307.

RAYNOLDS, LAURA T. 2002. *Poverty Alleviation Through Participation in Fair Trade Coffee Networks: Existing Research and Critical Issues*. Colorado State University.

This is a research review of existing research on Fair Trade. She looks at questions of the benefits of Fair Trade (not much published research yet done, she reviews some unpublished reports written for Oxfam, TransFair and various companies) and what helps organizations to successfully enter and participate in Fair Trade. Perhaps most important benefit is organization capacity-building and strengthening.

TAYLOR, PETER LEIGH. 2002. *Poverty Alleviation Through Participation in Fair Trade Coffee Networks: Synthesis of Case Study Research Question Findings*. Colorado State University.

Both this and Reynolds 2002 above were prepared for the University of Colorado's project funded by the Ford Foundation. There are also 7 case studies, one in El Salvador, one in Guatemala, and the rest in Mexico. Guatemala study was written by Sarah Lyon! Finds significant communication problems with producers about Fair Trade. One person wrote it was "nice neocolonialism" because consumers were trying to make producers look more like consumers. Fair Trade does bring positive benefits to producer-country stakeholders, but it's not enough to solve all problems. Benefits: contributions to producer family incomes, extra financial and technical margin for producer organizational strengthening, impacts on employment within communities, strengthening access to external development funding, lifting producer organizations' credibility with banks and government, support for organic production. Organic production --> income, employment opportunities, environmental benefits.

RAYNOLDS, LAURA T. 2002a. Consumer/Producer Links in Fair Trade Coffee Networks. *Sociologia Ruralis* 42:404-424.

This is a highly theoretical piece. It has statements that are often quoted, saying for example that fair trade seeks to shorten social and economic distance between producers and consumers. She seeks to use conventions theory to understand competing conventions within the fair trade commodity chain—some people are using business conventions, others are using "connectivity" conventions. She also tries to use actor-

network theory (less clearly, for me), and commodity chain analysis to understand different things about

BOYER, ROBERT, and DANIEL DRACHE. 2002. *Alternatives to Economic Globalization: A Better World is Possible*. London and New York: Routledge.

BRAY, DAVID BARTON, JOSE LUÍS PLAZA SÁNCHEZ, and ELLEN CONTRERAS MURPHY. 2002. Social Dimensions of Organic Coffee Production in Mexico: Lessons for Eco-Labeling Initiatives. *Society and Natural Resources* 15:429-446.

New labels like bird-friendly should learn from the lessons already acquired by organic labels. "Eco-labeling efforts focus on certification criteria and marketing, and pay insufficient attention to the social processes that can lead to the outcome of a sustainable product and sustainable agricultural landscapes." (abstract)

LeClair, Mark S. (2002) "Fighting the Tide: Alternative Trade Organisations in the Era of Global Free Trade," *World Development* 30:6, 949–958.

DICKENSON, RINK. 2003. "History of Fair Trade," in *Exchange Time (Videotaped lectures given to employees of Equal Exchange)*. Canton, MA.

Hudson I, Hudson M. 2003. Removing the veil? Commodity fetishism, fair trade, and the environment. *Organization and Environment* 16(4): 413–430.

MURRAY, DOUGLAS, LAURA T. RAYNOLDS, and PETER LEIGH TAYLOR. 2003. *One Cup at a Time: Poverty Alleviation and Fair Trade in Latin America*. Fair Trade Research Group, Colorado State University.

WINTER, MICHAEL. 2003. Embeddedness, the New Food Economy and Defensive Localism. *Journal of Rural Studies* 19:23-32.

HENRICI, JANE. 2003. Non-Governmental Organizations and Craft Producers: Exchanges South and North. *Visual Anthropology* 16:289-313.

This article is about the visual means of communication that NGO intermediaries use to communicate with both Northern funders/sponsors and Southern beneficiaries. She complains that this type of communication is a major challenge because Northern partners are not sensitive to local conditions and may make arbitrary demands.

"According to the organization workers, an imbalance between the Northern and Southern Hemispheres often appears in the relative willingness of those involved in the world craftwork industry either to supply, or receive, requests or suggestions through non-Western and nonverbal means."

MUTERSBAUGH, TAD. 2004. Serve and Certify: Paradoxes of Service Work in Organic Coffee Certification. *Environment and Planning D: Society and Space* 22:533 - 552.

ROCHA, JOSÉ LUIS. 2004. ¿Taza de la Excelencia, Comercio Justo, Café Orgánico? *Envío* 270.

Argues that the Taza de Excelencia contest, while providing big payoffs to the few who win, is not going to go anywhere towards solving the problems of coffee in Nicaragua. Comercio justo and café organico have a slightly better chance

JAFFEE, DAN, JACK R. KLOPPENBURG JR., and MARIO B. MONROY. 2004. Bring the "Moral Charge" Home: Fair Trade Within the North and Within the South. *Rural Sociology* 69:169-196.

Says that there are other fair trade-like initiatives within the global north and global south which could also productively be called fair trade, because they are also trying to work against historically unequal terms of trade. Fair trade is not necessarily far trade.

RAYNOLDS, LAURA T. 2004. Fair Trade Coffee: Building Producer Capacity Via Global Networks. *Journal of International Development* 16:1109-1121.

FRIDELL, GAVIN. 2004. The Fair Trade Network in Historical Perspective. *Canadian Journal of Development Studies* XXV:411-428.

Fair Trade network arose at a time when other standards, based on regulation, for conducting international trade were in retreat. Suggests that the two phenomena are related. Fantastic article.

TALBOT, JOHN M. 2004. *Grounds for Agreement: The Political Economy of the Coffee Commodity Chain*. Lanham, MD: Rowman and Littlefield Publishers, Inc.

Second-to-last chapter addresses fair trade and organic coffee. He says that although it is good for individual farmers, it is caught up in certain internal contradictions (putting a price on helping people, also encouraging oversupply) which will not solve the coffee commodity chain's problems overall.

LYON, SARAH. 2005. *Maya Coffee Farmers and the Fair Trade Commodity Chain*. Ph.D. Dissertation, Emory University.

BACON, CHRIS. 2005. Confronting the Coffee Crisis: Can Fair Trade, Organic and Specialty Coffees Reduce Small-Scale Farmer Vulnerability in Northern Nicaragua? *World Development* 33:497-511.

Do Fair Trade and organic certification make small farmers less vulnerable to market fluctuations in Matagalpa area? Mostly survey methods. Results: coop membership improves prices, certification improves prices. Neither affects self-reporting of whether farmers' quality of life has decreased over last few years (last years of coffee crisis.) Poor writing, questionable utility of measures reported in study. But very large sample.

TAYLOR, PETER LEIGH. 2005. In the Market But Not of It: Fair Trade Coffee and Forest Stewardship Council Certification as Market-based Social Change. *World Development* 33:129-147.

CALO, MURIEL, and TIMOTHY A. WISE. 2005. *Revaluing Peasant Coffee Production: Organic and Fair Trade Markets in Mexico*. Global Development and Environment Institute, Tufts University.

The problem with the international coffee market is that there are market failures resulting in the insufficient valuation of small producers' coffee. According to the executive summary, they find that organic certification alone is not really worth it—it costs too much, especially during the two-year transition phase, and the price premium is insufficient. Also, the

cost of the certification is such that producers only recover their investment over a very long time. Fair Trade, on the other hand, can be a solution for some. It does provide a nice price premium. It can also help people to cross-certify. However, it has high barriers to entry: organization membership, etc. Also, it is too small. Although Fair Trade can be a solution for some, the real solution that is needed is a restructuring of the international coffee market. For peasants, the real solutions will be a patchwork of strategies including wage labor, selling coffee, and getting state assistance.

LYON, SARAH. 2006. "Just Java: Roasting Fair Trade Coffee," in *Fast Food--Slow Food: The Economic Anthropology of the Global Food System*, vol. 24, *Society for Economic Anthropology*. Edited by R. Wilk.

Recent work by:

- Lois Stanford (presentation at SEA 2004 Fast Food—Slow Food meeting. This was about CSA and the cultural divide between typical consumers of CSA and the potential for working with WIC recipients and Hispanics.
- Valerie Elaine Black (UNC-Charlotte)—poster at SEA 2004 on consuming fair trade in Charlotte, NC
- Kimberly Grimes (U. Delaware)—poster at SEA 2004 called “Making Connections over the Miles: Fair Trade Agro-Food Networks”
- Paige West (Barnard). writing a book on coffee. Papua New Guinea. JR’s wife. Molly Doane.
- Michael S Billig. ’05 AAA panel. Professor at Franklin and Marshall college. studied in philippines, sugar industry. positioned self in opposition to advocacy anthropology—over-politicization of discipline.
- Dan Reichman. ’05 AAA panel. grad student at Cornell. Honduras coffee growers and transnationalism. How do connections work when there isn’t even reliable mail, let alone internet or phone? dr25@cornell.edu
- Alf F Hornborg. ’05 AAA panel. Prof. at Lund University Sweden. 2001 theoretical book “Power of the Machine” (SIBL) on relationships between power inequalities and environmental damage. Reviewed favorably by Kopytoff.
- Jane Henrici. ’05 AAA panel. Prof. at U. Memphis. Fulbright research in Peru in Spring ’06. dissertation dealt with tourism development, also looks at NGOs, ATOs and effects of free trade agreements. previous work on poverty, welfare reform and women in U.S. ’03 article above. jhenrici@memphis.edu
<http://www.people.memphis.edu/~anthropology/henrici.html>
- Julia Smith. ’05 AAA panel.

Hedlund, Hans G. B. *Coffee Co-Operatives and Culture: An Anthropological Study of a Coffee Co-Operative in Kenya*. Oxford University Press, 1993.

James, Deborah. [*Justice and Java: Coffee in a Fair Trade Market*](#). North American Congress on Latin America (NACLA). October 2000.

Mace, Bill. [Global Commodity Chains, Alternative Trade and Small-Scale Coffee Production in Oaxaca, Mexico.](#) (PDF, 112KB) Miami University MA Thesis, Oxford, Ohio, 1998.

Renard, Marie-Christine. *Los Intersticios del la Globalización: Un Label (Max Havelaar) para los Pequeños Productores de Café.* CEMCA: Mexico City, Mexico, 1999.

Ortiz, Sutti. *Harvesting Coffee, Bargaining Wages; Rural Markets in Colombia, 1975-1990.* Ann Arbor: University of Michigan Press, 1999.

Stolcke, Verena. *Coffee Planters, Workers & Wives: Class Conflict and Gender Relations on Sao Paulo Plantations, 1850-1980.* New York: St. Martin's Press, 1988.